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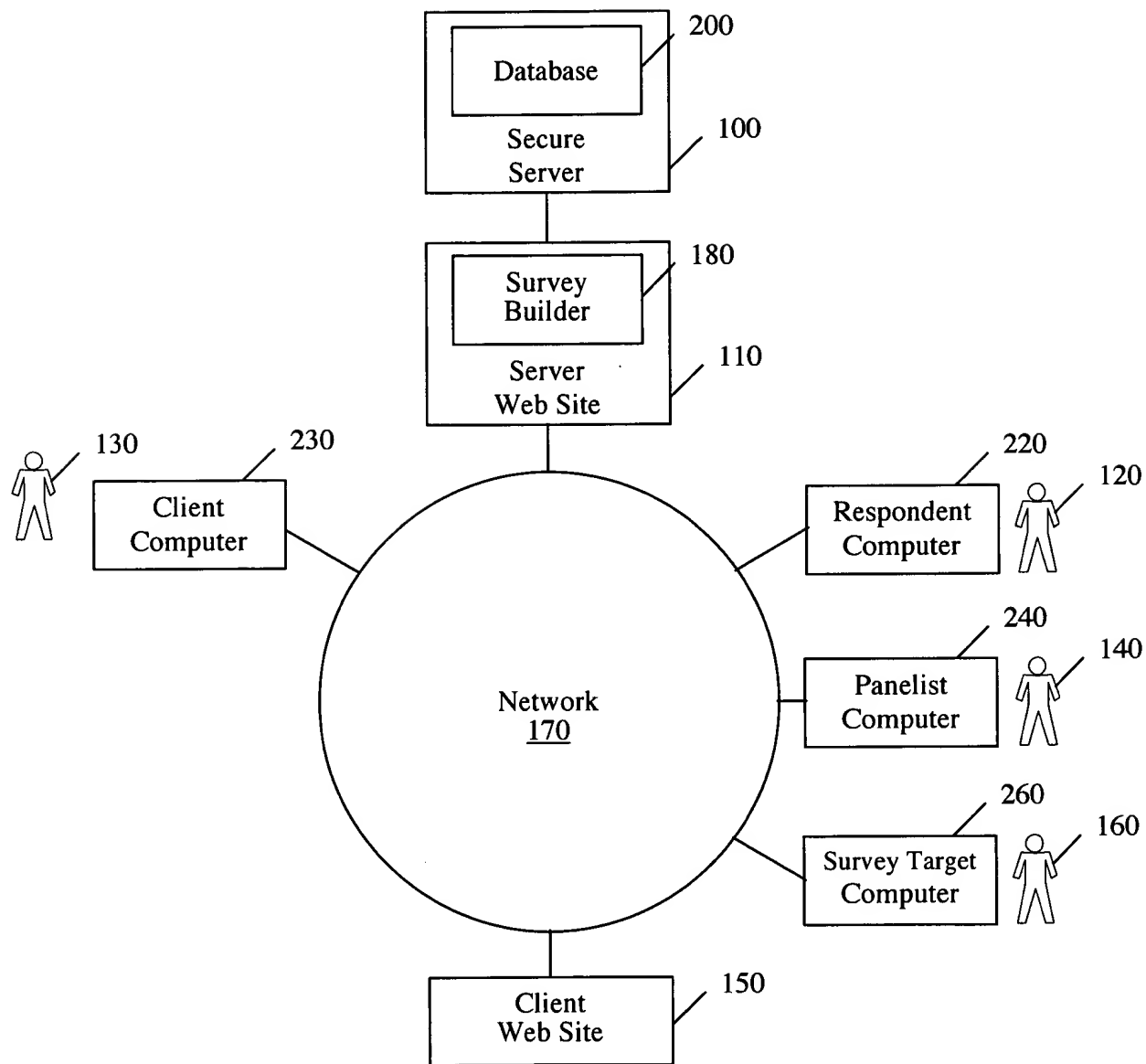


Fig 2

301

Survey 1

310 **Popularity**

311 *What do you think of the candidate?*
Circle your answer:

312 Honest	Yes	No
313 Trustworthy	Yes	No
314 Sincere	Yes	No
315 Charismatic	Yes	No

320 **Performance on Issues**

321 *Rank the candidate's performance on the following issues:*
Answer 1-5 where 1 is poor & 5 is excellent:

322 Taxes	[]	1-5
323 Economy	[]	1-5
324 Domestic Policy	[]	1-5
325 Public Education	[]	1-5
326 Health Care	[]	1-5

330 **Re-election**

331 *Would you re-elect this candidate?*
Circle your answer:

332	Yes	No
-----	-----	----

Fig 3A

302

Survey 2

310

311 **Popularity**
What do you think of the candidate?
Circle your answer:

312

313 **Honest** Yes No

314 **Trustworthy** Yes No

315 **Sincere** Yes No

346 **Charismatic** Yes No

347 **Affable** Yes No

Articulate Yes No

320

321 **Performance on Issues**
Rank the candidate's performance on the following issues:
Answer 1-5 where 1 is poor & 5 is excellent:

322

323 **Taxes** [] 1-5

351 **Economy** [] 1-5

325 **Foreign Policy** [] 1-5

326 **Public Education** [] 1-5

352 **Health Care** [] 1-5

353 **Social Security** [] 1-5

Defense [] 1-5

360

361 **Stand on Issues**
How do you stand on the following issues:

362 **Individuals should NOT be able to invest their own money for Social Security**
 [] Strongly disagree [] Tend to disagree [] Don't know [] Tend to agree [] Strongly agree

363 **The current Social Security system is NOT in trouble**
 [] Strongly disagree [] Tend to disagree [] Don't know [] Tend to agree [] Strongly agree

364 **Government should reduce social programs**
 [] Strongly disagree [] Tend to disagree [] Don't know [] Tend to agree [] Strongly agree

330

331 **Re-election**
Would you re-elect this candidate?
Circle your answer:

332

Yes No

Fig 3B

303

Survey 3

310

311 **Popularity**
What do you think of the candidate?
Circle your answer:

312	Honest	Yes	No
313	Trustworthy	Yes	No
314	Sincere	Yes	No
315	Charismatic	Yes	No
348	Good Speaker	Yes	No
347	Articulate	Yes	No

320

321 **Performance on Issues**
Rank the candidate's performance on the following issues:
Answer 1-5 where 1 is poor & 5 is excellent:

323	Economy	[]	1-5
326	Health Care	[]	1-5
354	Response to recent disaster	[]	1-5
353	Defense	[]	1-5
359	The war	[]	1-5

360

361 **Stand on Issues**
How do you stand on the following issues:

365 The current Social Security system is in trouble
 [] Strongly disagree [] Tend to disagree [] Don't know [] Tend to agree [] Strongly agree

366 Government should abolish the Estate Tax
 [] Strongly disagree [] Tend to disagree [] Don't know [] Tend to agree [] Strongly agree

367 Government should NOT have gone to war
 [] Strongly disagree [] Tend to disagree [] Don't know [] Tend to agree [] Strongly agree

330

378 **Re-election**
I will vote for the candidate tomorrow.
Circle your answer:

379

True False

Fig 3C

	410	420	430a	440a	430b	440b	430c	440c	430d	440d
SURVEY 1	Goal	Weight	Respondant 1 Response	Calc	Respondant 2 Response	Calc	Respondent 3 Response	Calc	Respondent 4 Response	Calc
Questions										
POPULARITY										
Honest	1	8	1	8	0	0	0	0	1	8
Trustworthy	1	4	1	4	1	4	0	0	1	4
Sincere	1	4	1	4	0	0	0	0	0	0
Charismatic	1	4	1	4	1	4	1	4	1	4
PERFORMANCE ON ISSUES										
Taxes	4	6	5	7.5	3	4.5	1	1.5	4	6
Economy	4	6	5	7.5	4	6	1	1.5	5	7.5
Domestic Policy	4	6	5	7.5	2	3	1	1.5	3	4.5
Public Education	4	6	5	7.5	4	6	2	3	4	6
Health Care	4	6	5	7.5	3	4.5	2	3	5	7.5
RE-ELECTION										
Would you re-elect this candidate?	1	50	1	50	1	50	0	0	1	50
INDEX										
				107.5		82		14.5		97.5
		100		450a		450b		450c		450d
AVERAGE INDEX OF SURVEY 1		75.4		460a						

Calc = (Response/Goal)*Weight
 Index = (SUM((Response/Goal)*Weight) / SUM(Weight)) * 100

Fig 4

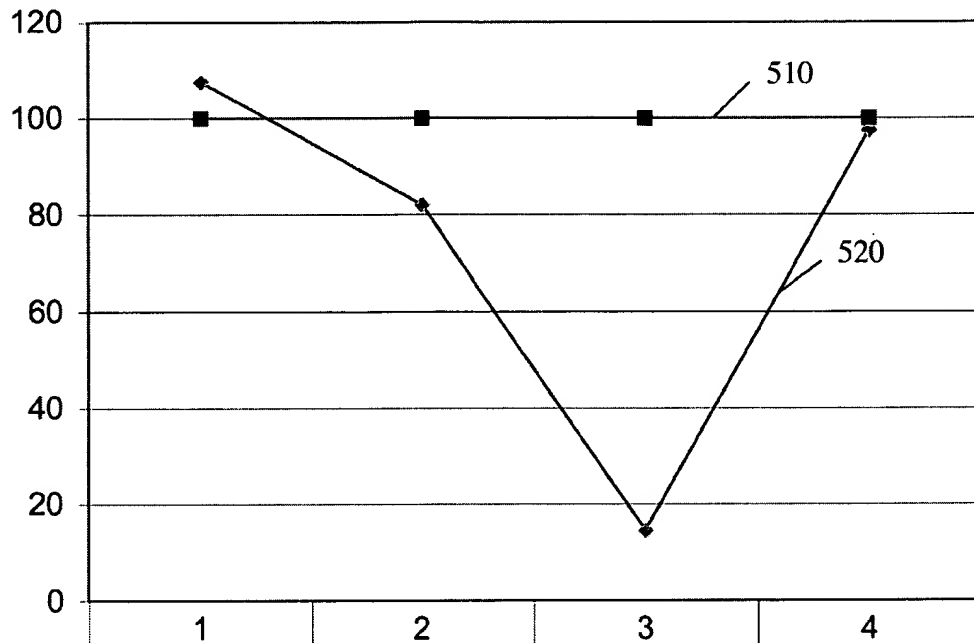
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460a

500

Survey 1 Results = 75.4

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—◆— Values	107.5	82	14.5	97.5
—■— Goal (100)	100	100	100	100

Respondents

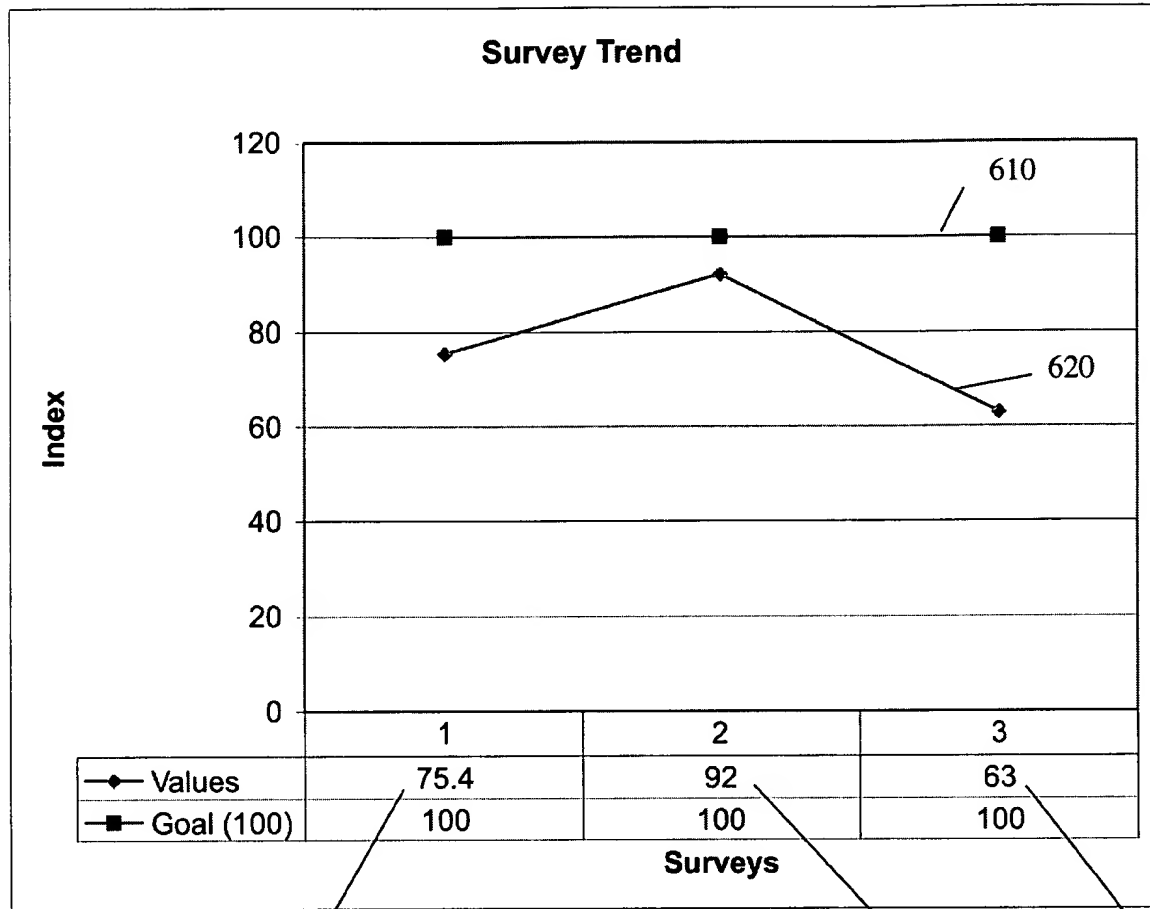
450a

450b

450c

450d

Fig 5



460a

Fig 6

460b

460c